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Companies Leverage Social Media to Recruit

USA TODAY Installs LinkUp's Facebook Application

Minneapolis, MN – USA TODAY installed LinkUp's Facebook App on its corporate Facebook page, allowing the company to tap into the power of social networking in its recruiting efforts. LinkUp's Facebook App, called 'Current-Jobs-at-Our-Company,' enables companies to automatically publish jobs from its corporate website onto its Facebook Fan page.

LinkUp's Facebook App places a jobs widget on a company's Facebook 'wall' as well as a separate jobs tab for company Fan pages that lists all of the current listings from the company's corporate website. When job seekers click on a job listing on Facebook, they are directed to that job listing on the company's website.

In addition to USA TODAY, who has over 4,500 fans, LinkUp's Facebook app has been installed by companies that have targeted social media in their recruiting strategies. Recent companies include: St. Jude Children's Research Hospital, CentraState Health Care Systems, Medtronic, and Hyatt Hotels and Resorts. Staffing agencies, recruiters, and advertising agencies are also using and advocating LinkUp's Facebook App.

Jennifer Greenfield, Director of Interactive Services at Alstin Communications, explained, "Our first implementation of the LinkUp Jobs App was on the Christiana Care Health System Career Fan Page. The App was easy to implement and syncing with their career site and ATS was seamless. All of their job postings were viewable on Facebook within one hour of adding the App and CCHS's Fans increased 96% in a six-week period. The LinkUp Jobs App will definitely become a 'must have' element to all our Fan Pages."

LinkUp is a leading job search engine, providing the purest compilation of available jobs on the web. As a division of JobDig, Inc. – a company dedicated to the recruitment marketing industry since 2001 – LinkUp strives to give job seekers the easiest and most-efficient search tools, while offering employers and their partners highly cost-effective advertising solutions.

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For more information regarding LinkUp's Facebook application, please visit: <http://apps.facebook.com/jobs-on-your-page/> or contact Molly Moseley at 952.905.3022 and at molly@linkup.com.